



K A N S A S

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DEPARTMENT OF HEALTH AND ENVIRONMENT

FOR IMMEDIATE RELEASE

June 28, 2005

FOR MORE INFORMATION

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Media Release

New Partnership Between KDHE and American Cancer Society to Provide Toll-free Tobacco Quitline

"Steps" to healthier Kansans demonstrated at Statehouse

Topeka- The Kansas Department of Health & Environment (KDHE) and the American Cancer Society are partnering to provide Kansans with a free resource to stop smoking. The 24-hour a day, toll-free Tobacco Quitline (**1-866-KAN-STOP**) offers a confidential and convenient way to access immediate help when they are ready to stop using tobacco or need support to remain tobacco-free.

"The Kansas Tobacco Quitline is key in reducing tobacco use in Kansas and saving lives," said KDHE Secretary Roderick L. Bremby. "We know that the majority of Kansas smokers want to quit and that they have a better chance of succeeding if they get help from trained counselors. We are excited to be partnering with the American Cancer Society to provide this service."

In an effort to show the tremendous affect tobacco use has on Kansans, 400 pairs of empty shoes will be on display at the Statehouse. This "empty shoe" display represents the Kansas who die each year from heart disease and lung cancer that is directly tied to secondhand smoke.

"The health of thousands of Kansans, young and old, is adversely affected by tobacco use each year. The tobacco user is usually a loved one," says **someone from ACS**. "It's our hope that smokers in Kansas will utilize the Quitline to improve not only their health, but that of their loved ones."

Experienced cessation specialists answer the Quitline and work with the caller to conduct a personalized analysis of their tobacco use habit and then develop a customized Quit Plan to help them succeed in becoming tobacco free. The one-on-one telephone counseling sessions are scheduled at times convenient for the caller

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Quitline - 2

and all services are free. The Kansas Tobacco Quitline is also designed to assist physicians and health care providers work with their patients. Health care providers can call the Quitline to obtain office materials that can be shared with patients.

Insert paragraph about American Cancer Society Quitline services.

The Kansas Tobacco Use Prevention Program provides resources and technical assistance to community coalitions for development, enhancement and evaluation of state and local initiatives to prevent morbidity and mortality from tobacco use addiction. For additional information about the Kansas Tobacco Quitline contact the Kansas Tobacco Use Prevention Program at ???.



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